





**Vehicular Multimedia enabled by
Converged Networks and Fusion Media**

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Chairman**

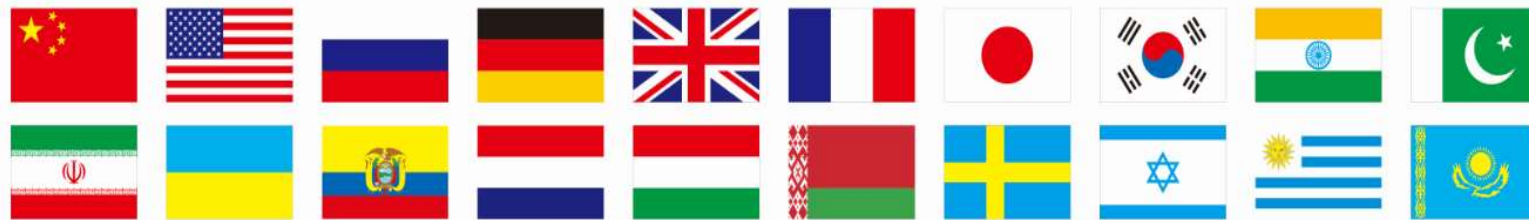
ITU-T SG16 Focus Group on Vehicular Multimedia

Deputy Secretary

Telematics Industry Application Alliance, China

TIAA Introduction

TIAA is an industrial ,marketing and standard organization with a global perspective, which has over 600 members in sections of vehicle manufacturing, automotive electronics, vehicular software, communication, internet and information services from 12 countries and regions



Focus Group on Vehicular Multimedia

- 1 On July 2018, ITU-T established Focus Group on Vehicular Multimedia(FG-VM).
- 2 The parent group of the FG-VM is ITU-T Study Group 16 "Multimedia coding, systems and applications".
- 3 TIAA is chair , BlackBerry is vice chair , NXP and Honda is candidate of vice chair.

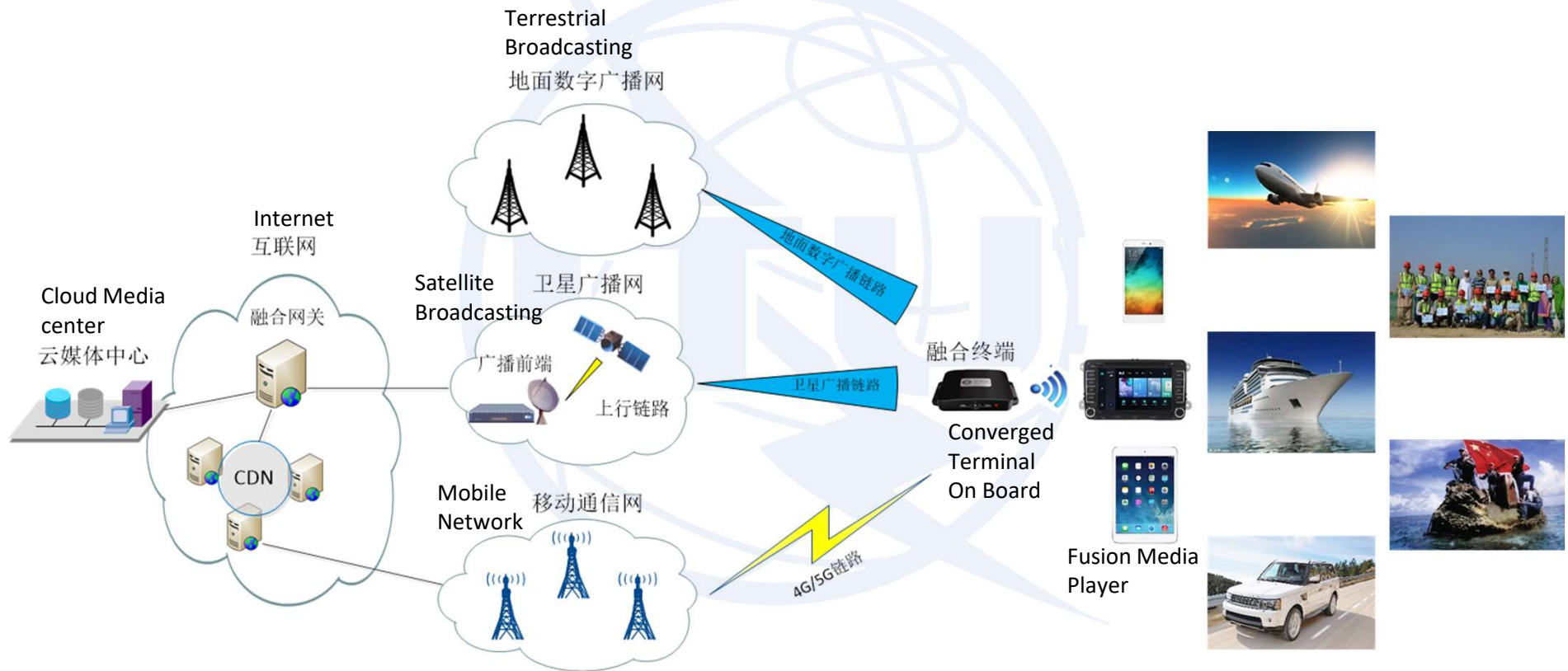


Requirements and Solution

- TIAA make research from lots of automakers , requirements focus on vehicular multimedia and infotainment are as followed:
- Question 1:
- There are too much diverse multimedia contents delivered by different pipes and these contents have different presentation forms on vehicular screen.
- Question 2:
- The infotainment delivery pipes are either too limited in coverage and performance, too expensive in cost, or lacks of scalability for massive markets for future smart vehicles. There is a strong push from auto OEMs for a converged infotainment platform to address the performance, efficiency, and scalability issued.
- Solution :
- Automakers expect there is a converged receiver that seemly combines different delivery pipes, there is unique player converged media contents. presented on vehicular screen, automakers could cut cost in this section



Converged Networks and Fusion Media



FG-VM Objectives

- (1) To study, gather information and develop a standards research orientation and standards research plan related to vehicular multimedia in the fields of intelligent voice interaction, interconnection between vehicular terminal and smart phone, connectivity for high precision navigation and various other applications;
- (2) To develop corresponding use cases and requirements of vehicular multimedia enabled by converged networks;
- (3) To study architectures, interfaces, protocols, data formats, interoperability, performance evaluation, security and protection of personal information for vehicular multimedia;
- (4) To produce a gap analysis of vehicular multimedia standardization in order to identify the relevant scope of possible future ITU-T Recommendations on these topics and develop a roadmap for vehicular multimedia;
- (5) To establish liaisons and relationships with other organizations which could contribute to the standardization activities for vehicular multimedia.



FG-VM Specific Tasks and Deliverables

- (1) To gather information on initiatives pertaining to VM enabled by converged networks and to identify existing standards, best practice and challenges for the adoption of VM in the context of converged networks;
- (2) To describe the VM ecosystem enabled by converged networks and the roles and activities of the different stakeholders of this ecosystem;
- (3) To define possible requirements on VM;
- (4) To draft technical reports for VM enabled by converged networks which may include architectures, interfaces, protocols and data formats;
- (5) To analyze the standardization gaps related to VM and develop a future standardization roadmap, taking into consideration the activities currently undertaken by other ITU groups, various standards developing organizations (SDOs) and forums;
- (6) To organize thematic workshops and forums on VM to bring together all stakeholders, and promote the FG-VM activities and encourage both ITU members and non-ITU members to join its work.



FG-VM Deployment

Participation in FG-VM is free of charge and open to all, including governments, automotive and telecom/ICT industries and associations, academia and research institutions, non-ITU Members and individuals.

The **first meeting of FG-VM** will be held at the BlackBerry/QNX Ottawa Office, Ontario, Canada, on 11 October 2018, kindly hosted by BlackBerry.

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